

July 1957

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Number 422

LABOUR ORGANISER

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THE LABOUR ORGANISER

EDITOR: A. L. WILLIAMS

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PRICE FIVEPENCE

Good News from Tory H.Q.

ONE of the most encouraging portents for Labour workers in recent times has been the official Tory reaction to the result of the North Dorset By-election. Mr. Oliver Poole, Chairman of the Conservative Central Office, thought the result was a good one and saw in it a reversal of the trend of recent by-elections.

★ ★ ★

If the North Dorset result brings a gleam of hope to those running the Tory machine then the world around them must be a very black place indeed, for in North Dorset the Tory vote fell by 4,393, while the opposition vote increased by 1,479, and the Tory was returned on a minority of the total votes cast. Nor is that all—the Tory percentage of the poll declined by nearly seven per cent. The truth is that North Dorset is very close to the pattern of all the recent by-elections.

On several occasions lately the Tory candidate has been blamed for the poor result, though all of them were as good as most Tory candidates, and some were better than many. Colonel Glyn at North Dorset was a good candidate by any standard, being a well-respected local man, with a forceful personality and an excellent platform style. The more militant Tory newspapers placed the chief blame for the fall in support on the policy on which the by-elections were fought which, they alleged, caused Tory voters to

abstain because it was not Tory enough, but there was nothing wishy-washy about Colonel Glyn's Toryism.

The Liberals have no more reason than the Tories to be cheerful about the North Dorset result. It is true that their candidate increased the Liberal vote by 664 and came second, but he was over 4,000 votes short of the 1951 Liberal vote, and nearly 3,000 short of the 1950 vote, when Frank Byers lost the seat to the Tories. Smarting from their loss of the Carmarthen seat to Lady Megan Lloyd George, and encouraged by the substantial Liberal vote at Edinburgh South, the Liberals concentrated all they had on this campaign. From its result a Liberal revival seems as far away as ever.

★ ★ ★

Jim Duffield obtained the biggest Labour vote ever, though it only comprised 18.3 per cent of the total vote. North Dorset shows that not only are there substantial Tory abstentions, but also that people who previously voted Tory are now willing to vote for Opposition candidates, though there are still too few of these, and too high a proportion have only reached the Liberal half-way house.

The Party can gain converts if it puts the socialist case clearly and reasonably before the public. And what a good case it is. Not only does it expose Tory deceit but it provides a comprehensive plan for tackling Britain's major problems in the changed circumstances of the second half of the twentieth century. The time for conversion is now: by the time the General Election comes it will be too late.

Ban Number-Takers Call

Recently there has been publicity in favour of banning number-takers at the exit of polling stations. LEN SIMS here examines this important problem

and opposes any restrictions

MR. WILLIAM DOUGLAS HOME, Liberal candidate in the recent Edinburgh South by-election, has written to *The Times* expressing concern at what he describes as '... the number of determined-looking matrons, wearing the Harrow colours, who advanced upon the electors (as they entered the polling station) demanding their numbers and (as they left) demanding their voting cards'.

Mr. Home goes on to say that the alleged object of these activities is to arrive, by a process of elimination, to those electors who have not voted by early evening and 'thereafter to eject them from their houses, like rabbits before a ferret, into the electoral net'.

A question is then posed: Is it not conceivable that many an elector might be frightened into thinking that once he has given his number, the ballot has become a little less secret? Surely, Mr. Home contends, it would be better if no polling agents (he means number-takers) were allowed. Alternatively, he suggests, permit one from each party, all standing together, to supervise the procedure in the polling station and be forbidden to speak to the electors on the premises, or to demand their numbers or their private property (their poll card).

POLLING AGENTS

It would appear that Mr. Home is not aware that candidates can appoint polling agents to do the very thing he is suggesting—watch the polling proceedings. The restrictions he suggests are already operating, though there is the right of a polling agent to request the presiding officer to ask statutory questions if there is reason to believe the person seeking to vote is not the registered elector.

Needless to say, a number of readers felt stimulated to reply to Mr. Home's observations. One wrote in praise of the efforts of those ladies of Edinburgh South who wore the colours of the School on the Hill. He claimed that Mr. Home would have us lose some more of our traditional liberties—the

right of the voluntary 'teller' outside the polling station.

Why, it was asked, do most early voters quite freely offer their numbers unless it be for the fact that they realise that their vote remained secret and that they would be spared from possible disturbance in the evening?

Another letter—that of someone residing in a village—while not going as far as Mr. Home, said he had no doubts as to the secrecy of the poll. He did feel, however, that the procedure adopted where he recorded his vote 'had too much of an air of officialdom'. Apparently on the way to the class room where the votes were recorded a table was set up, and there sat two or three ladies, each wearing party emblems, and who asked to see the poll card as the elector passed by.

NERVOUS ELECTORS

The more nervous electors, he thought, might on seeing Mrs. A. or B. sitting at the table inside the entrance, and, on being asked about their voting numbers, have a vague feeling that perhaps they had better be on the safe side and cast their vote as they think will be popular with the ladies—just in case!

In the United States, it was pointed out, no political party worker was allowed within 100 feet of the polling station.

In another letter we had the voice of officialdom—a clerk to an urban district council. He expressed the view that 'it is perhaps inevitable that the public have come to associate "telling" with the official election machinery and thus the open questioning of electors for their numbers, has to some extent in my (the clerk's) opinion, damaged public confidence in the secrecy of the ballot inside the polling booth'.

The clerk then makes another assertion: that the principal aim is to enable the respective party organisations to assess the strength of the opposing party and thus to build up the very knowledge which the election machinery was devised to preserve as a secret of the voter himself.

These last statements, coming from an official responsible for the running of elec-

tions, must be taken far more seriously than the voice of candidates and party workers.

To me, they are disturbing. For such a person to feel that the process of number-taking does to some extent damage public confidence in the secrecy of the ballot, would imply that number-taking in his area has exceeded its proper function.

It might also be another indication that some officials would like to eliminate number-taking altogether. Schofield (page 301 of 'Parliamentary Elections') while not advocating their elimination, has this to say:

They (they being the policeman on duty) should see that voters are not molested by candidates' 'helpers' and 'tellers' who pester people on leaving the polling station for their voting numbers. These tellers should be kept clear of the entrance to the polling station.

The further assertion that number-taking is used to assess the strength of opponents is hardly valid. At the declaration of the poll the figures given are far more accurate than can ever be obtained from number-taking.

In any case, canvassing has gone on throughout the whole of the election campaign, when the electors, of their own free will, have indicated how they would vote. This has been recorded and polling day organisation is based on that information.

The sole purpose of number-taking is to get the maximum number of known supporters to the poll—nothing more and nothing less. There is no sinister motive whatsoever. Without number-taking this could not be done.

To deny the facilities whereby number-taking could be done effectively would seriously undermine polling day organisation, nevertheless the issues raised in these letters are pertinent and should be considered.

Instances have come to our notice of over zealous number-takers pestering electors; of individuals using their social or business status trying to obtain additional facilities—and to take liberties. This is wrong. It can tend to create a position where facilities for number-taking will be withdrawn, or curtailed, and this would be a catastrophe.

SIMPLE ANSWER

The answer to all this is, to my mind, quite simple and within the power of all returning officers. It is for returning officers to see that facilities are afforded number-takers in some reasonable place in or near the entrance to the polling station. Then issue strict instructions that on no account must number-takers communicate with the elector when going in to vote and only be

permitted to ask for their number or card when coming out.

If this is done there can be no question of intimidation or interference, as the vote would have been cast. It would ensure that the voter is saved the inconvenience of being unnecessarily knocked-up later in the day and the organisations themselves would be able to concentrate on the remainder of their supporters.

To restrict the functioning of number-takers may appear to some to be desirable but let it be remembered that as a result of their efforts, a higher percentage poll is obtained—and that is highly desirable.

Much of the joy has been taken out of electioneering over past years—do not let us forget that it is from the hurly-burly of politics that much of our democratic strength stems. Let us also remember it is the abuse of rights and facilities that are afforded that can bring out such fears as have been expressed in the correspondence columns of *The Times*.

H.C. Dinner Reward

—FOR CHAMPIONS—

IN an attempt to encourage the recruitment of individual members during 1956, the East Midlands Regional Council offered a number of incentives. Perhaps the most unusual of these was an offer to entertain to dinner the four people who recruited most individual members during the year.

It was to be no ordinary dinner, but was a dinner in the House of Commons, made possible by the full co-operation of the East Midlands Parliamentary Group.

The following were the successful people:

Mrs. J. Carter (Wellington C.L.P.)

Mr. T. B. Bennett (Peterborough C.L.P.)

Mr. E. Luther (Belper C.L.P.)

Mrs. G. Turney (Peterborough C.L.P.)

They arrived at the House of Commons at 2.15 p.m. They saw the Speaker's procession and then were taken into the Gallery to hear the debate. Tea on the terrace was followed by a tour of the House of Commons and the House of Lords, admirably conducted by Mr. George Deer, the East Midlands Whip.

Dinner was then taken in a private dining room. All the officers and Front Bench representatives of the East Midlands Group attended. The Rt. Hon. Hugh Gaitskell looked in during the evening and said a few words of thanks and encouragement to the four people concerned.

HOW A VICTORY WAS PLANNED

Campion (Lab.)	..	910
Bedford (Con.)	..	806

Labour majority .. 104
Labour Gain from Conservative

THIS year's campaign was planned on similar lines to last year's, and as a continuation of it, only on a wider scale. As in 1956, the principal objects were by means of a thorough canvass to make all electors aware of the election and the candidate; to publicise as much as possible the candidate's already excellent chance of success, while emphasising the fact that he was this time facing a more formidable opponent; to win the confidence of doubtful voters; and to encourage declared supporters who had failed to vote previously, to register their votes this time. The slogan was 'A THOUSAND VOTES FOR LABOUR'.



General publicity was effected by the candidate circulating as much as possible in his car, with election bills displayed, and by a phased poster campaign. Eighteen posters were prepared and displayed on selected sites; in election literature the basic theme 'A Thousand Votes for Labour' was repeated, also in the loud speaker tour carried out with the assistance of the Party H.Q. and in the election address of which it was the dominating idea.

This continuity of theme aimed at making all voters curious to read the election address (which was circulated late on purpose), and at creating an atmosphere of success.

A generous supply of excellent propaganda leaflets was received from Church Road, and was distributed on a plan based on an analysis of last year's results.

Over the same period, a series of special circular letters were distributed to certain classes of voters. These were:

1. To Council Tenants.
2. To 'persistent Outs'.
3. To Doubtful Voters.
4. To shopkeepers (who often find direct approaches embarrassing).

HOW a well-planned and efficiently organised campaign won a difficult Council seat is described in this article. What is good for a ward is equally good for a constituency. This report provides a model for all

5. To those on a 'special effort' list, including all who last year declared support but did not vote.

All these, except some of No. 2, were addressed to the electors for whom they were intended. All circulars, and all election addresses, were signed personally by the candidate. Those on the 'special effort' list received a selection of literature, including the 'They Died that You May Vote' leaflet, as well as their own circular and election address.

The canvass, which was begun nearly five weeks before Polling Day, was very closely pressed home. 'Outs' were visited again and again, and as far as possible every individual elector was actually spoken to personally—an important factor in turning out every member of a supporting family.

As well as canvassing 'good areas', the candidate made a personal canvass of as many as possible of the 'doubtfuls' and a number of those on the 'special effort' list. In addition he canvassed some of the reputedly 'Tory' areas. A remarkable feature of this part of the canvass was the number of doorstep conversions it yielded.



It was not a question of arguing with the electors; those in question, after first declaring themselves Conservative, virtually talked themselves round. These had clearly already altered their views without realising it, and the candidate's visit was enough to give them the opportunity to make up their minds to the change. It was really our opponents who converted these electors for us.

The turn-out of workers was truly impressive. Thirteen canvassers took the road, and worked tirelessly until the canvass was completed. The success of the 'special effort' list is due to two gentlemen who between

them carried out the very heavy task of distribution.

The addressing and distribution of both election addresses and poll cards, was left almost wholly in the hands of the area collectors, and was promptly and efficiently carried out, as those who know our fine band of collectors would expect.



On polling day four additional cars were lent, and the committee room workers carried out the exacting work of keeping up with the poll in a most workmanlike manner. In this they were greatly helped by the tellers at the polling station, and by two small boys from Temple Road, who offered themselves as messengers.

Finally, a vigorous band of knockers-up, working from the marked canvass cards themselves, were supported as far as possible by a car based on each of the principal areas from which our support could be expected. How successful their efforts were can be judged by the fact that before the end of the poll, most of them were back at the committee room with all their names marked off as either 'out' or 'turned out'.

Almost sixty workers took part in the campaign from first to last, some in a small way—none the less welcome for that—but many on a considerable scale. It is with the deepest satisfaction that I record, together with the resounding victory their efforts have earned, my conviction that this ward, with a working force unequalled in the area, and having vanquished the most powerful Tory candidate it is likely to meet for a long time, will in the years ahead capture the two remaining seats, and play a decisive part in bringing Richmond under Labour control.

Deaths

THE *Labour Organiser* regrets to report the death of two well-known full-time agents, Wilfred Banner, of Loughborough, and Eric Barratt, of Accrington.

Wilfred Banner joined the agency service in 1933, when he was appointed to Stafford. In 1935 he followed the footsteps of many other agents and came to London, to be agent at West Fulham, where he stayed for two years. He went to Loughborough in 1937, and was agent there until the time of his death, at the early age of 57.

Eric Barratt became agent at Hulme, Manchester, in 1946. After the Hulme

constituency disappeared in the re-distribution, he moved to Accrington in 1948. He was killed in a road crash while on his way to arrange the annual coach-outing of the Accrington party.

Eric has succeeded Mr. W. E. Howson, who had been agent at Accrington from 1923 until his retirement in 1948. He, too, was killed in a road accident last year during his term as Mayor of the borough.

How to Stop Local Vote! Fall

Mr. Awbery asked the Minister of Housing and Local Government if he is aware of the lack of interest taken generally in civic affairs as indicated by the small percentage of votes cast at the recent municipal elections throughout the country; and if he will consider taking steps to stimulate this interest by the payment of a sum in addition to the block grant to all authorities where the percentage at the polls is above a given figure.

The Minister of Housing and Local Government and Minister for Welsh Affairs (Mr. Henry Brooke): I congratulate the hon. Member on his ingenious suggestion. But areas so well administered that elections are uncontested would seemingly, under his plan, be non-starters for additional grant.

Mr. Awbery: May I take it from the Minister's Answer that he agrees about the apathy shown in the country and the necessity for creating some further interest? If he cannot accept the proposal contained in the Question can he say whether he is giving the matter consideration? Has he any other proposals to make which will create an interest in our civic life?

Mr. Brooke: I quite agree that the low polls recorded at many local elections do credit to nobody. With respect to the hon. Member, however, I doubt whether anything could be worked out on the lines of his suggestion, but I am always willing to consider any proposals for arousing greater interest in local elections.

12,000 ATTEND LABOUR FÊTE

by DAVID ROBERTSON

SOME months ago the Executive Committee of the Belper Constituency Labour Party appointed a sub-committee charged with the responsibility of investigating ways and means of organising a large-scale outdoor activity somewhere in the constituency during the summer of this year.

The idea originated when a group of members who are brass band enthusiasts (a very popular type of entertainment in this part of the country) suggested that the Party might organise a brass or carnival band competition.

After a considerable number of enquiries and a great deal of thought, the committee decided to organise a Fête and Gala on similar lines to the annual event in the Faversham constituency, and this was fixed to take place at Swadlincote on Saturday, 15th June.

Beautiful Park

We applied to the Swadlincote Urban District Council for the use of a large and beautiful park in their area, and permission was granted. From the time of securing this ground we were fortunate in having most valued co-operation and assistance from the surveyor and staff of the council. They were able to advise us and give assistance on many points, and there is no doubt that this contributed to a very large extent to our success.

Being in a fortunate financial position, we were able to organise our fête purely on a basis of attracting a large gathering and extracting as much propaganda and publicity value as we possibly could from our effort. While obviously we did not want to lose a great deal of money, this was not one of our main concerns.

To safeguard ourselves against the possibility of bad weather on the day we had admission tickets printed and these were on sale in the constituency about six weeks before the day. Also, tickets were sent to local parties throughout the East Midlands.

The charge for admission we fixed at 6d., and, as an added encouragement for people to buy tickets before the day, we offered a prize of one week's holiday by the sea, to the value of £20 to the person holding the lucky number admission ticket. Not only did this ensure that many thousands of people did buy their tickets before the day, but also there were numerous cases of individuals buying a book of five tickets in the hope of winning the prize.

Tickets Sold

We estimated that approximately 10,000 tickets were sold and this resulted in our recovering £250 of the incurred expenditure before the day actually arrived.

As for the attractions, we were successful in securing five first-class acts, among them the well known Ransome & Marles Brass Band. Local parties in the constituency organised a number of stalls and side-shows and these, besides being an added attraction, were also a further source of income.

Our main objective when arranging the programme was to ensure that once the people arrived there would be something to interest or amuse them from the opening until the fête closed with a fireworks display. We were successful in doing this and there was non-stop entertainment from 2.30 p.m. until 10.0 p.m.

One of our biggest headaches was in securing a well-known personality to open the fête, and a prominent member of the Party to address the audience during the afternoon along with our own Member of Parliament, George Brown. Here, again, we were exceptionally fortunate in securing the services of Countess Attlee to perform the opening ceremony, and of Earl Attlee to speak for us. There is no doubt that this added considerably to the publicity we obtained, and attracted many people who would otherwise have not attended.

What of the results? First of all we had a gathering of somewhere in the region of 12,000 people. It was estimated that about 9,000 of these came from within the constituency, 2,000 from the Burton-on-Trent area, and the other 1,000 from various parts of the East Midlands.

As it turned out, even the biggest optimist would not have dared to forecast the wonderful weather we were so fortunate to have, and there is no doubt that this contributed

tremendously to the success of the effort.

In all we incurred an expenditure of approximately £650 and, in spite of the beautiful day, our loss has been somewhere in the region of £100. But when one considers the amount of publicity we had, plus the fact that our Member of Parliament addressed by far the largest audience he has ever had in the constituency, we considered this money had been extremely well spent.

The party has now decided that this is to become an annual event in the Belper constituency. We have learned a great deal from the mistakes we made at our first attempt at this kind of venture and there is no doubt that given good fortune over the years we can make it one of the biggest propaganda efforts to be held annually by the Party anywhere in the Midlands.

WOOLWICH GIVES A HAND

IS this a record? If not, I would like to know where and how it has been beaten. The record was achieved in less than five hours of one day in the town of Sheerness in the Faversham Constituency.

The story of this drive for membership started at a meeting of the London agents during a conversation between John Keys, the Woolwich agent, and myself.

John had intimated that members of the Woolwich party would be happy to visit other parties and do a spot of work with them. This was an opportunity not to be missed. Within a matter of days preliminary arrangements were in hand for a team of canvassers to come to our constituency.

Woolwich were to provide canvassers and their own transport and we were to provide some more canvassers and meals for all. The date fixed was Saturday, 25th May.

Suitable Labour Party leaflets, together with a letter inviting Labour supporters to join the Labour Party, were distributed throughout the town. This distribution was carried out mainly by the Sheerness Labour Party Women's Section, during the week previous to the canvass.

The 'softening up' proved of great help to the 46 canvassers from Woolwich and almost the same number from our own constituency. The electors had read the literature and

therefore knew for what purpose our canvassers were calling. Consequently, we found that the recruitment of new members was easy. Our 'bag' was 355 new members for one day.

Don't let it be thought that our comrades were canvassing on virgin land. They were not. Sheerness, with 10,000 electors, had a local Labour Party with 853 members before the canvass. It now has 1,200 members. And membership forms from 'outs' continue to come in.

Percy Wells, our M.P., spent the whole day with us and was able to combine membership recruitment with personal contact with the electorate.

Recruitment was not our only gain. We have been able to get an up-to-date record for our marked register, too. Also, we found numerous people for whom we need to obtain postal votes and electors who were needing the advice and assistance of our M.P. and who were able to get their problems attended to on the spot.

Our Woolwich comrades gained as well. They managed to bring people who had not previously canvassed, and they have now additional canvassers for their own constituency. They enjoyed their day and spoke of a return visit.

If there are any other parties wishing to follow our Woolwich comrades' example, we shall be pleased to welcome them to our constituency in some other area than Sheerness. We shall be pleased to provide their meals and will give a social gathering at the close of the canvass.

This mass drive proved that hundreds of members are waiting to be recruited by all Constituency parties. They are only waiting to be asked to join.

W. H. Gray

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SMITH SQUARE - - - S.W.1**

WHEN PRINTING, CHO

How display
can help to
sell our policy

WILLIAM TIMMS

These letters I have drawn to exaggerate the characteristics by which they may be recognised. Therefore, it is as well once the point is seen, to refer to the true and undistorted letter in the set alphabet.

A *'An obvious projection of the main stroke at the head, slightly scooped or dented. Compare with italic cap A.*

K *Thin hairline junction of the oblique stroke with main stroke like a piece of extended chewing gum no longer holding the joint together.*

Q *Small tail, tucked up centrally like a falsie on a Manx cat.*

E
F *Note the acute angle to the right-hand serif of the top crossbar.*

T *Wedge-like serifs to crossbar, rammed on and not just hanging passively.*

i
m *A few of the lower-case in the family show that thick beak-like serif to upper terminations of main strokes. Like Steinberg's bird drawings, or prominent noses.*

n
r
A *Sheared apex, sliced off, one might think, to compensate for the extra on the Roman cap A (see above).*

Q *Hairline link has a swelled terminal as if the tail were fastened with one of those tapered Victorian hatpins.*

T *Strong serifs to the crossbar but essentially down like spaniel's ears.*

k *Small bowl. No comment.*

p *Sheared projection to main stroke and follow through of bowl.*

E A GOOD TYPE FACE

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z & £ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z f i f f l f f i f f l

18 point Imprint Roman, Monotype Series 101

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z & £ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z f i f f l f f i f f l

18 point Imprint Italic

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z & £ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z f i f f l f f i f f l

12 point Imprint Bold, Monotype Series 410

WHEN we sit down to the worry of preparing an election address very often the thing we feel least competent to judge is the choice of type and display faces.

We all know, that it is far better to use the entire range of one type face, selecting light, medium, bold or italic for suitable parts of the copy, or to lend emphasis, rather than risk the pot-pourri that the local printer will provide.

Bless his cotton socks, he does like to show the range in diversity of his stock at the drop of a hat.

We also know that it is established that type faces are designed to be and are more efficient printed upon those papers which are sympathetic to their characteristics.

This is all very well but we have not time to study type books or read technical advice, particularly when it is such heavy going. Despite this, typography is a highly technical subject and it is very difficult to give information while keeping the copy matter readable.

I have chosen Imprint since it does represent what might be called a 'bread and

butter' face held in stock by the majority of printers, and in common usage.

It is of interest to know where it was initially born, what work it can cope with most satisfactorily, and how we may recognise it. From now on you may find it heavy going!

Imprint was produced by the Lanston Monotype Machine Co. Ltd., in 1912, for the first issue, published the following January, of the periodical of that name. Unfortunately, this was very short lived.

The Imprint was founded and edited by a very distinguished group of enthusiasts, which included Edward Johnstone, the calligrapher, Gerard Meynell, of the Westminster Press, and J. H. Mason, at that time head of the printing department of the L.C.C. Central School of Arts and Crafts.

It had little time to cheer those who called for improved standards in general printing before its career was terminated by the First World War. This was not the end, of course, of Imprint as a text face. It was in fact the first text face to be produced in the present century with any claims to originality and designed with the weight placed on functional rather than historical considerations.

Major Contribution

It was also the first major contribution to our typographical resources to come from a composing machine manufacturer, and there is no doubt that it played a significant role in the acceptance of the monotype system for book and periodical composition. It is classified as an 'old style' face, a regularised modification of the old face tradition.

The basis of Imprint, as with many of the earlier old styles, was Caslon old face. However, it incorporated a closer regularity of detail and conformity between sizes. Compared with Caslon old face, the overall weight is heavier, and the serifs more emphatic but they are no sharper in their terminations.

It was for many years one of the most widely used key-board set series and it is still found in most Monotype equipped houses. Its Intertype equivalent Period Old Style, which is virtually identical, is also extensively used by printers employing line casting machines.

Imprint is still one of our most versatile and adaptable text types. It is one of the lightest weight series suitable for use on coated art papers in conjunction with half-tone work, and prints equally well on a wide range of papers from newsprint to esparto book stocks.

It is least suitable under letterpress conditions for hard sized writings and ledger papers or featherweight antiques. It offers first-class resistance to wear under long runs either direct from type or under stereotyping pressures. It is a very suitable choice for off-set litho and photogravure reproduction, although now ousted by a number of more recent series.

Text Compositions

Used for text compositions it combines happily with any design of the old face category, and with other old styles of sufficient weight or size. It also sits well with some contemporary designs such as the Perpetua and Times families or the Sans Serifs and Egyptians. It is far less happy used with display sizes of the transitional group series, e.g., Baskerville and the types of modern face classification.

As its outstanding virtue lies in its freedom from obtrusive personality and self-assertiveness, it follows that in larger sizes it has little to commend itself as a display type face in spite of the fact that a full range of sizes has been cut up to 48 point in Roman and 72 point in Italic.

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LONDON, S.W.1.**

Lend Agents to Backward Areas

ONE of the main lessons that the Labour Party had to learn from the 'Wilson Report' was the need to build up the organisation of the Party in all parts of the country.

All will agree that, although the swing is now toward Labour, the next election may well be delayed until 1960—and we know from past experience that the Tories make full use of the short memories of the voters.

Clearly it is not enough to rely upon the mistakes of the present Government being sufficient to ensure the return of a Labour Government at the next election. Organisation must be built up NOW and active members within the constituencies kept keen.

This is admittedly difficult in the areas where Labour's chances seem very slim, but the difficulties must be overcome so that such areas may be encouraged to build up their organisation in order that they may be able to contribute to a Labour majority in the Commons in the course of time.

SOCIALIST MAXIM

At a recent conference in Cornwall, addressed by the Assistant National Agent, this problem was aired. The main thesis being that encouragement was what was required. Toward this end it is suggested that the old Socialist maxim, 'From each according to their ability. To each according to their need' could usefully be applied within the Party itself.

Why therefore, should not the safe Labour seats, with good organisation and full-time agents, lend a helping hand to some of the backward constituencies by 'adopting' them. Such adoption could mean that they would 'lend' their agents to these areas for short, predetermined periods—of say, a month—each year, being responsible for the salary of their agent for such a period. The area which is being adopted would undertake to provide hospitality for the 'loaned' agent.

How attractive it could be made for an agent situated in an industrial area to spend a month in, say, the Bodmin constituency, which includes such well-known beauty spots as Looe and Fowey.

The 'adoption' need not stop there by any means. The majority of the backward constituencies are in the rural areas, and like the Bodmin constituency, cannot afford to

support a full-time agent. But there is here an opportunity for enthusiastic Party members, who have little or no chance to canvass or do any party work in their own areas, to form groups—preferably under the guidance of their agent—and spend a camping holiday, combined with doing some valuable work by assisting to keep up Socialist morale in these areas.

What is envisaged as far as the 'lent' agent is concerned? Organisation in some of these areas is so weak as to be practically non-existent. There is a vast scope for someone to guide the voluntary officers in such places. Their experience as to the best methods of approach to problems which are common to all could be of the greatest value.

They could advise about the launching of fund-raising schemes, which in time could lead to these 'backward' areas having their own full-time agents. And it must be appreciated that advice from someone on the spot is of much greater value than letters, circulars and instructions from Party H.Q.—however concise and well-intentioned.

In the 'marginal' and 'near marginal' areas we are already having the benefit of advice from the newly-appointed Organising Assistants. Certainly in the Truro division the arrival of Bob Chamberlain in this capacity has meant that a new spirit has arisen among formerly despondent members—and the machine is already reaching a peak of efficiency unknown before by some of the younger voters. In a minor way this is what could come out of such an 'Adoption' scheme such as is suggested.

REGULAR EXCHANGE

Contact however should not stop there. Regular exchange of views between the two parties could take place, and the agent who had spent some time in the constituency would be well aware of the peculiar problems that existed there. It would of course be preferable for the two areas to be within reasonable distance of each other, but distance should not be allowed to interfere with the project. Socialism knows neither distance, nor boundaries. The fact that assistance was being given would be of the greatest psychological importance, and morale would be bound to rise.

It is recognised that there are difficulties in the way of adopting this scheme on a

national basis. Each constituency party is the body that employs the agent, and so there could be no question of Transport House 'telling' parties in safe areas what they 'ought' to do. Even arrangements on a purely regional basis would however fail to solve the problem—some regions have plenty of 'safe' seats from which the agents could be spared for the envisaged month—whilst there are others who are faced with the problem of how to organise an area in which full-time agents are at a premium.

Could not the solution of this be found in constituency party General Committees of the 'safe' seats informing Transport House that they would be willing to take part in a scheme if it was organised, and that they would be willing to adopt any backward area that Head Office suggested?

This article is admittedly idealistic. There will no doubt be organisers and agents who, with their experience and empirical approach, would find many difficulties in the way of such a scheme operating.

To them I would say, firstly: this is purely an idea which I think could be of great use to the party if it could be developed—and constructive criticism would help to develop it; secondly: let us not be above taking some good advice from Churchill who, when faced with the difficulties of constructing the Mulberry Harbour, said—'Let the difficulties argue themselves out.'

JOHN H. TAYLOR

CANDIDATES

THE following were endorsed as prospective Parliamentary Candidates by the National Executive Committee recently:

Cambridgeshire ..	Mr. W. Royle
Chester	Mr. L. Carter-Jones
Wirral	Mr. F. W. Venables
North Cornwall ..	Mr. W. C. Fernan
North Devon ..	Mr. G. W. Pitt
Totnes	Mr. T. J. B. Hellas
Chelmsford	Mr. B. R. Clapham
East Ham North ..	Mr. R. E. Prentice
Portsmouth South	Miss D. D. Forster
Maidstone	Mr. A. B. S. Soper
Tonbridge	Mr. R. L. Fagg
Manchester, Moss Side	Mr. F. I. Hartley

Hampstead	Dr. D. T. Pitt
Paddington South	Mr. D. J. Nisbet
Southwark	Mr. R. J. Gunter
Hexham	Mr. W. H. W. Roberts
Carlton	Mr. P. Myers
Reigate	Mr. C. J. Garnsworthy
Birmingham, Hall Green	Mr. J. Spittle
Devizes	Mr. W. E. Cave
Salisbury	Mr. J. A. Cannon
Harrogate	Mr. F. B. Singleton
Ripon	Mr. J. H. Swann

New Agents

THE following Agency appointments have been approved by the National Executive Committee:

MR. A. S. MCRAE to Swindon. A member of the Party for 28 years. N.C.L.C. Organiser in Bristol and the South-West for the past five years, Alexander McRae, a Scot, is 48 years of age.

MR. G. T. BREWER to Halifax. George Brewer, aged 38, was a member of the first full-time Agents' Training Course. For the past nine months he has been the full-time Agent at Stockton.

Mr. F. AVEYARD to King's Lynn. An active member of the Ripon Constituency Labour Party for eight years, Frank Aveyard has recently completed the full-time Agents' Training Course. He is 34 years of age.

MR. R. J. PERRY to Bath as Assistant Agent. Ray Perry is 29 years of age and prior to his appointment was an Insurance Agent. He was Secretary of the Taunton Constituency Labour Party for two years and has been a member of the Party for nine years.

MR. J. STONEHOUSE to Leek. Aged 34, Joseph Stonehouse comes from Scarborough. Recently he completed the full-time Agents' Training Course. He has been a member of the Party for 16 years and was active in the local Party.

WANTED

URGENTLY WANTED—a copy of the 22nd Annual Conference Report of the Labour Party (Edinburgh, 1922) to complete set for binding. Also required are copies of the Annual Conference Reports from 1901-1911 and 1913. An excellent price will be paid for any of the above. Write to Mr. Fred. W. S. Craig, 18 Somerford Road, Bearsden, Glasgow.

These Officers are Essential

THE duties of a Membership Secretary are onerous, especially in a constituency where there is no full-time agent.

In a constituency where there is a full-time officer, the Membership Secretary should work under his direction. Where there isn't the Membership Secretary should work in close co-operation with the principal officers of the Constituency Labour Party.

The Membership Secretary should be assisted by Ward Membership Secretaries in a borough, and Local Labour Party and Polling District Membership Secretaries in a county constituency. Where it is impossible to appoint Membership Secretaries at these levels the constituency party Membership Officer should carry out his duties in association with the local secretaries.

Functional Officer

This is a functional office, and as pointed out in a previous article the model rules make no provision for such an officer to be elected to the Executive Committee. He can, however, attend the meetings of this body in an advisory and consultative capacity.

He certainly should be selected from among the delegates to the General Committee, and be given an opportunity to present reports, or supplement any references to membership in the Executive Committee minutes or report.

Constituencies vary a great deal in their methods of recording membership, and collecting and allocating subscriptions. It is, therefore, impossible to lay down a set pattern of work. There are, however, certain essential features of a Membership Secretary's duties which can be emphasised.

He is somewhat like the housewife, his work is never done. If a test were taken of the Constituency Labour Parties with outstanding membership records, in all probability it would be found that few rely on

spectacular membership drives. Most of them keep up a steady and continuous effort.

A good Membership Secretary requires to review the position continuously, reporting to the Executive Committee and proposing plans to ensure the maintenance and improvement of membership. In this task he will require the moral, practical, and financial support of both Executive and General Committees.

Central Records

One of the most important tasks is to keep a central record of members. Unfortunately, few constituencies have such a record, and yet it can be of untold value.

Whatever method is used should show the name and address of the member, and the amount of subscription paid monthly. Full information of absent members and removals, postal voters, and deaths should be recorded. Such information helps the Membership Secretary to make a special approach to lapsed members, who should never be written off the books until every effort has been made to clear away any misunderstandings which might have led to their lapsing.

Information about removals and possible postal voters is vital. The removals within a constituency can be traced, and the necessary transfers made which will link up the member with his new ward or local party. Information concerning external removals can be passed on to the appropriate constituency.

Members who are ill, who have a very sick member of the family, or have been bereaved, appreciate a sympathetic message from the Party, and a good Membership Secretary will devise some system whereby information regarding these members could reach him, so that appropriate letters can be sent.

It is impossible for a Membership Secretary himself to do all the follow-up work, but he can direct this through the medium of local secretaries or the membership collectors.

The relationship between the constituency Membership Secretary and the collectors is very important. In a borough, where membership income is centralised, he may deal directly with the collectors. In a county constituency his contact with the collectors

would be, most likely, through the Secretaries or Membership Secretaries of the wards and local parties.

It is, however, necessary that periodically the Membership Secretary should convene a meeting of all those officers responsible for membership and collecting. All kinds of useful information can be interchanged, and the psychological effect of such meetings is very good, particularly so far as the collectors are concerned.

The Executive and General Committees of a Constituency Labour Party should be urged by the Membership Secretary to make the collectors' job into something more than being a mere collector of subscriptions. From time to time, the collector should be supplied with special literature for the members.

If a constituency party does not publish a news sheet, from time to time a duplicated letter should be sent to all members, giving information about constituency events, expressing appreciation of members' continued support, conveying a message from the Member of Parliament, or the prospective Parliamentary Candidate, and pointing out how members can give assistance to the Party.

The Membership Secretary should also remind the Executive Committee that it owes a very special debt of gratitude to Membership secretaries and collectors throughout the constituency. These voluntary workers have the hardest task of all, and once a year they should receive a letter of appreciation, and what is amiss with a special social function being held in their honour?

It is gracious recognition of this kind which costs the Constituency Labour Party so very little, but which makes voluntary workers feel that their efforts are worth while.

Earlier in this article it was claimed that a constituency Membership Secretary has an arduous job. If he works on the lines indicated here it is really hard labour, but it is a task which can be very rewarding.

Literature Secretary

In the old days the sale of literature was a very important feature of Labour Party work. The good Literature Secretary was a much-valued officer. A number of Constituency and Local Labour Parties do appoint such officers, but there are far too many parties which do not.

Television and radio are modern means of political propaganda, but in no way do these methods detract from the great importance of ensuring that members and the public are

urged to buy and read Party publications. Never have there been better quality, or more attractively produced, publications than there are today.

Organised efforts should be made to ensure their sale, and this can only be done by the effective drive of an enthusiastic Literature Secretary who enjoys reading himself and can persuade others to do likewise.

It is good to appoint a Literature Secretary at constituency level who can be responsible for co-ordinating literature sales throughout the constituency. He will, of course, require a great deal of help. The ideal plan in a borough is to appoint an assistant at ward level, and in a county constituency to appoint such officers at Local Labour Party or Polling District level. Where such arrangements are not practicable, then the Literature Secretary will work in conjunction with the secretaries of these organisations.

Discuss Plans

From time to time it is a good idea for those responsible for the sale of literature to meet together to discuss plans for future sales and to recommend the disposal of unsold literature. The Literature Secretary can then report on such meetings to the Constituency Labour Party.

When appointed, a Literature Secretary should be given a sum of money with which to purchase stocks. He will also require an account book and a book for recording stocks. In addition he should be supplied with a stock cupboard. Too many such officers have to carry literature to and from their homes and crowd out their own cupboard to the detriment of family belongings.

Every facility for effective display in Party premises should be given and the Literature Secretary should have suitable equipment for display at both Party and public meetings. These need not be costly. Indeed, joiners in the Party would be only too willing to design and make suitable literature stands.

Bulk purchase of literature is desirable. As a rule, this means cheaper purchase and all round saving in time, effort and postage. Quantities will vary according to regular orders, popularity and importance of a pamphlet, but the Literature Secretary will be guided by experience.

The sale of literature falls into two main categories, i.e., sales to Party members and to the public. Efforts should be made to recruit as many members as possible who will undertake to purchase a copy of each new pamphlet as it becomes available. Regular sales will then form the basis of all

orders and be an excellent guide. These sales can be supplemented by having literature available at meetings of all units of Party organisation.

Trade Unions

The Trade Union branches should not be forgotten in this respect. Branch secretaries will not have time to sell literature at their meetings, but many branches may have an enthusiastic member who is willing to undertake the sale of literature at branch meetings.

There are many members who may not be willing to purchase a copy of every pamphlet, but who will purchase quite a quantity of literature if they are given information about publications. Therefore, all meeting notices and news sheets should give full particulars of new publications and should provide a space for the member to place an order for literature.

By arrangement, these order forms could be handed in to the membership collector, who also may be willing to ensure delivery of the pamphlets required. Such an arrangement would cause little hardship to the membership collector.

Literature should be sold to the public at all meetings and on the doorstep. A stall or a display stand in a public hall must be in a prominent position, but that is not enough. Only the enthusiasts will go to the stall. Literature sales must be pushed by the stewards, who should be appointed prior to the meeting, and their stands in the hall well planned.

The chief literature steward should give to each of his assistants a definite quantity of pamphlets, together with a supply of small change. Further supplies should be noted and a check made at the end of the meeting as the stewards return their unsold pamphlets and money.

The officer responsible for drawing up the agenda for a meeting should include among the Chairman's notices a reference to the literature on sale.

All literature would not be good for sale in a door-to-door campaign, but some literature is particularly suitable. When this type of campaign is contemplated it should be carefully planned and perhaps a suitable area tested before the campaign is developed throughout the constituency. The Literature and Propaganda Secretaries should work together on such efforts.

From time to time the Literature Secretary should be called upon to give a report to the Executive and General Committees of the constituency party. The annual report should include a paragraph on literature

sales, giving the quantities sold and details of any special literature campaigns.

A copy of each pamphlet should be carefully filed in order that a constituency has a complete record of all publications. Unsold literature should not be stored and forgotten or destroyed. Some of it could be sold at reduced prices, other pamphlets could be given to members of the Party who cannot afford to buy much literature, such as old age pensioners, or could be given away as free literature in membership campaigns.

It is criminal to waste good literature, for despite all modern forms of propaganda the written word always has been and always will be of great importance to the Labour Party in its task of adding to the knowledge of our own members and converting those who have not yet seen the light.

Social Secretary

Another invaluable officer is the Social Secretary. In a borough this officer can function satisfactorily at constituency level. In most county constituencies, however, he would function at local level.

If his work is to succeed his Social Committee must be representative of all units of Party organisation within the area where he functions. The members chosen to serve on the committee must be keenly interested in their job.

The Social Secretary and his committee will have two main objects, i.e., to raise money for the parent body, whether it be at constituency or local level, and to bring the members of the Party together in a spirit of fellowship.

Like the Membership and Literature Secretaries, the Social Secretary should have contact with the Executive and General Committees, and be able to present his plans and reports regularly. A good Social Secretary will draw up a long-term plan, covering a period of six to twelve months.

Major Events

The major social events should be fitted in to the general Party programme to avoid clashing with major political events. Furthermore, the smaller units of organisation will want their own social functions, and it is therefore important that these bodies should have advance information about the outstanding social events which they will be expected to support.

A Social Secretary should always bear in mind that his job is no less important than that of a Propaganda or Education Officer. Their plans will provide opportunities for those members of the Labour Party whose

gifts enable them to make a political contribution, and who enjoy that aspect of Party work.

There are, however, many excellent members of the Party whose gifts do not lie in that direction, but who can make a rich contribution on the social side. Their efforts are just as important. The Party workers who create lightheartedness, help to keep a balanced outlook in an organisation. A Party which cannot enjoy itself occasionally will get top heavy.

Regular Meetings

A Social Secretary should have regular meetings of his committee, and with its assistance plan a varied programme. This should cater for all social tastes—dancing, musical evenings, novelty socials, whist, summer outings, and such special events as gift days and bazaars. A football scheme may bring in money, but it is no outlet for creative activity.

The aim of a good Social Secretary will be to discover the social talents within the Party, and exploit them to the full by planning a programme which will encourage as many members as possible to be 'doing their bit'. All social events will not be money-raising. A Social Secretary should always

remember that sometimes it is worth while spending money to bring members together in a spirit of comradeship.

After each social event the Secretary should give a detailed report to his Committee, and see that the Treasurer does likewise. His aim should be at creating a sense of pride and achievement among his committee members when their work has succeeded, and they are able to present to the constituency or local party a handsome donation. He must constantly remind his committee that their job is not to hoard funds, but to feed the parent body with financial assistance as regularly as possible.

In these sophisticated days of wireless and television there is a tendency to underestimate the value of the social talent in our midst. This is a great mistake. The art of doing worth while things together, whether they be political or social is as important as it was in the pioneer days.

The Social Secretary who succeeds in persuading his committee to carry out activities which will enable us to appreciate and enjoy each other's social talents and to laugh together is doing something more than add to the Party's coffers. He is adding to its warm generous spirit which is bound to strengthen its political effectiveness.

'Prospective' is No Protection

THE National Executive Committee has now endorsed 260 prospective Parliamentary candidates. Some of these have been active in their constituencies for months and others have been candidates in previous General Elections.

A good candidate will spend as much time as he can in his constituency, but if he is not careful his activities can lead him into the danger of starting the election months, or perhaps years, before the proclamation of a General Election is made.

It is a common error to assume that the word 'prospective' protects a candidate from the consequences of breaches of election law. In fact it does nothing of the kind, and the word simply indicates that a candidate has not been officially nominated for a Parliamentary vacancy.

The law is vague about when an election starts, but if a candidate, or his supporters,

start it too soon all their activities and expenses can come within the restrictions imposed by the law of elections.

The most important restriction concerns election expenses. These are limited to a maximum amount of £450 and an additional 2d. for each elector in a county constituency, and £450 and an additional 1½d. for each elector in a borough constituency. This is adequate for a three weeks' campaign at a General Election, but will soon be exceeded if expenses are incurred a long time before the election.

What Then?

What then can a prospective candidate do? His position is summed up admirably in the words 'there is a world of difference between supporting a cause and supporting a candidate'.

A candidate can be as energetic as he likes in support of Labour Party policy, addressing meetings, writing letters and articles for the Press, and issuing leaflets, but if he, or

his supporters, promote his candidature, from a legal point of view, the election has started.

It is legitimate for a local Labour party to organise a meeting in support of the Party's Superannuation Policy and for the chief speaker to be the prospective candidate, and for him to be advertised as such. But if the candidate, or some other speaker, during the course of the meeting were to not only call for support for the superannuation plan, but also for votes at the next election for the prospective candidate, technically the meeting can be regarded as being held to promote the candidature.

All that is required is care to ensure that in all their activities the prospective candidate and the local party are advancing the cause of Labour, and are not promoting a particular candidate.

THE 'DUMB' COLLECTOR

HOW often have we heard 'We can enrol members, but what we cannot enrol is sufficient collectors'?

The problem of regularly collecting membership subscription is often most acute in widely scattered rural constituencies.

The Conway Constituency Labour Party, which covers a widely scattered part of rural Wales, has close upon 1,800 individual members. It is now providing its members with a fine manilla folder. Mounted on the inside of the folder are six small envelopes—three on each side—with gummed flaps.

The name of the Constituency Labour Party is printed above the envelopes on each side of the folder, and below are the words 'Membership Contribution 1957. Your contribution may be placed in the envelope for each month. This will be called for by an official collector.'

When the official collector calls, at the end of each six-monthly period, he provides the official membership stamps equivalent to the value of the money in the envelopes. A new folder is then provided for the next half-yearly period.

It is a neat little job and an excellent idea. This 'dumb' collector may not be quite as satisfactory as a regular monthly call from a collector, but it certainly helps to solve a very real problem in a scattered constituency.

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The need then will be for Labour's policy as a whole to be clearly, sympathetically explained to the biggest possible audience.

The DAILY HERALD is proud to help in this great task. It has publicised fully and powerfully the policy statements so far issued. It will continue to mobilise nation-wide support for Labour's policy.

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